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PA-660

BASEBALL

8-MAN FOOTBALL

COMMUNITY IMPROVEMENT THROUGH BEAUTIFICATION

FIELD GAMES

ON FOOTBALL

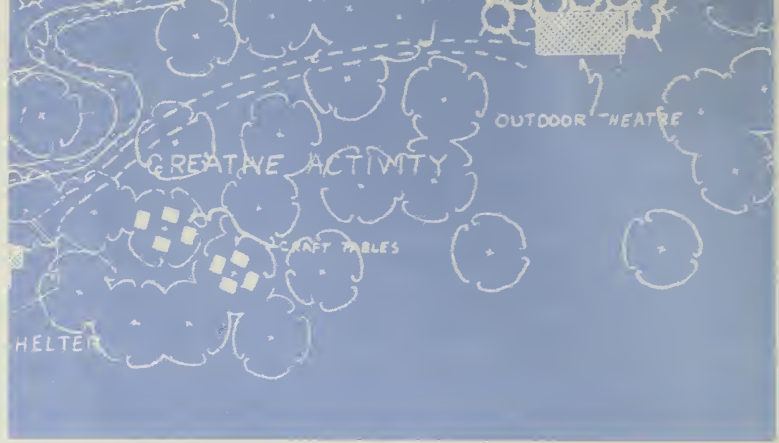
SOFTBALL

CONISTOTA
JACO/SERIALS BRANCH
FOOTBALL

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*For centuries Americans
have drawn strength
and inspiration from
the beauty of our country...*

*. . . Association
with beauty can enlarge man's imagination and revive his
spirit . . . What a citizen sees every day is his America. If
it is attractive, it adds to the quality of his life. If it is ugly,
it can degrade his existence."*—President Johnson, Message to
Congress on Natural Beauty, February 8, 1965.

Beauty, like charity, begins at home. The beautification of America will result from private citizens' efforts to beautify their own homes and places of business, their neighborhoods, their parks, roadways and public property.

This program aid has been prepared to guide community action groups, neighborhood improvement committees, garden clubs, and other interested groups who want to improve their communities by beautifying both private and public areas.

This publication is neither detailed nor specific. Precisely what to do, how to do it, and who can help can only be determined by considering local needs and resources.

A Guide for Action

Millions of new houses have been built in recent years. Whole new communities have sprung up. Some builders, recognizing the increased value of good landscaping, have planted attractive lawns, shrubs, and trees. Many others, especially where housing shortages are acute, have left buildings standing in stark relief without benefit of greenery. All too often neglecting good landscaping practices results in monotonous rows of houses with unsightly yards, unkept public areas, and indifferent inhabitants. The total result is a dreary and uninviting community.

The newer areas are not unique in their need for attention. One common fault with older neighborhoods is that home grounds, parks, and other landscaped areas are overplanted. Trees and shrubbery have grown too big and too crowded. Weak or diseased trees may need to be removed. Shrubs may need thinning, pruning, or perhaps removal.

Many public buildings, churches, schools, office buildings, streets and highways could stand beautification. They may need either renovation or a complete new job of landscaping.



Beauty has Community Value



Creating Beauty

Beautiful surroundings transform houses and lots into attractive and enjoyable neighborhoods. Appropriate and well-planned landscaping, pleasant shade trees, well-kept parks and public grounds, and adequate play and recreation areas give real satisfaction and happiness.

Well-planned landscaping increases property values and affords more comfortable living for the whole family. Well-tended home grounds and public areas make beautiful neighborhoods and communities that reflect the pride of local citizens. Inviting neighborhoods that are obviously improving tend to attract parents looking for clean and wholesome surroundings in which to rear their children.

Many communities have attracted hundreds, even thousands of visitors—and consequently business for local firms—by making their areas more beautiful through special cooperative community projects. Some towns have attracted new industry and increased population as a result of outstanding community improvement and beautification programs.

Every State has local groups who have pooled their efforts to accomplish very worthwhile beautification projects. Many communities have achieved amazing results in a relatively short time with little more than the time and effort of local people. There are countless examples of areas that have capitalized on natural assets or local development.

If your community is to be made more attractive the first requisite is a recognition of the need for community beautification. Then there must be the desire to do something about it. Elected authorities as well as appointed officials—from commissioner to custodian—must be committed to beautifying public property. Private property requires individual action. But, if beautification of the entire community is your goal, you'll need cooperation and organization. Goals must be clarified and agreed to. Plans must be made. People must be committed to carrying them out.

Local committees, cooperating with local authorities, can do an outstanding job of making their communities more beautiful. Parks, public buildings, streets, highways, and homes can be landscaped and maintained to be a source of pride to local residents and an inspiration to visitors.

Public-spirited citizens are needed to take the lead in organizing local campaigns or action programs.

Public officials and key leaders can help by "getting behind" community improvement and beautification programs. This is particularly needed if public property or money will be involved.

Newspapers, radio and television stations can help gain public support, keep people informed on progress, recruit volunteers, and disseminate know-how to carry out the community improvements. Many local news media have successfully sponsored contests and award programs with great benefit to their communities.

Service club officers, local businessmen, garden club members, nurserymen, park authorities, and other qualified persons are usually willing to serve on committees that require their special abilities.

Area or community development councils and citizens' associations can help provide permanence, assuring that—as each project is completed—beauty will accumulate, rather than having to be renewed each year.

The success of any community improvement program depends to a great extent upon how fully the community is behind it.

Someone must start things rolling. It may be one person with a strong urge to better his community. It may be a small group of such people.

After tentatively determining what they think should be done, the initiating group will want to test public reaction. They can gain support by discussing the project in a preliminary way with town and county officials, county extension workers, local development committees, and other key community leaders.

A preliminary general meeting of those interested should be called. Invite individuals and organizations most concerned. At this general meeting a chairman and a community beautification planning committee can be chosen (if not already designated). Or the decision may be made to work through existing organizations.

Community Leaders Wanted



Community Cooperation

Planning for Action

Plan



Inventory your local situation first. Decide what conditions are now—and what you would like them to be. Take stock of the resources, both human and material, you'll need to get things done.

The planning committee should work out plans of action with definite objectives that will be generally supported. Establish goals for both home and community projects. Appoint people to handle publicity, education, group purchasing, work days, and other phases of the work.

Planning committees, in their initial enthusiasm, may plan too many projects—or projects that are too ambitious for the time and resources available. Place primary emphasis upon things *you can do*.

Call on the best qualified local people to help plan. Their know-how will be needed to make your plan workable.

Plan for both short time and long range goals. Initial cost and effort is a factor in planning, but maintenance requirements must also be considered. If beautification projects are not properly maintained they may become eyesores.

Act

Planning should be done far enough in advance to enable those in charge to line up helpers and materials. This will require organizational know-how, time, publicity, financing (or a system for volunteering help and materials), and other details that must be worked out as part of the planning. Service clubs can be particularly helpful at this stage.

Sources of Help

County Extension agents can help community leaders plan and develop community beautification programs. They can help you locate other sources of assistance.

The U.S. Department of Agriculture and colleges can provide research information on lawns, shrubs, trees, flowers, etc. The Soil Conservation Service and Forest Service can provide technical assistance in the development and conduct of community beautification programs.

Keep America Beautiful, Inc., nurserymen's organizations, and others beyond your community can provide important help.

- Survey your community. Find your beauty spots and eyesores.
- Decide on practical goals, both short run and long range.
- Work with existing organizations and public agencies to influence and support their beautification and development programs.
- Help to form and clarify policy that incorporates consideration of beauty:
 - anti-pollution and anti-littering ordinances;
 - appropriate land-use planning;
 - adequate public parks, recreation and entertainment areas, roads, libraries, schools, museums, etc.
- Sponsor or support:
 - beautification of public buildings, highways and community property;
 - public training in beautification (by schools, garden clubs or extension);
 - establishment of scenic overlooks, wildlife and nature areas, marking of scenic drives;
 - contests for more attractive lawns, gardens, and home landscaping;
 - clean-up, paint-up, fix-up campaigns;
 - special events or festivals planned around a local feature such as dogwoods, azaleas, tulips, etc.;
 - restoration, preservation, maintenance or improvement of existing natural resources, scenic, or historic areas;
 - participation in Plant America, Keep America Beautiful, and similar national and local campaigns;
 - organizations for community improvement.

Some Things You Can Do

For sale by the Superintendent of Documents, U.S.
Government Printing Office, Washington, D.C., 20402.
Price 5 cents.

Cooperative Extension Work: United States Department of Agriculture and State
Land-Grant Colleges and Universities Cooperating. Issued May 1965.

STREET CURB

PARKING - 52 CARS

SHUFFLEBOARD

QUIET GAMES
HANDICRAFT AREA

PLAYING
BUILDING
TERRACE

FREE PLAY
TURF AREA

SPIN
PAUL

TOT LOT

WHEEL TOY FREEMAN

POURING
OF TOYS

ELEMENTARY
APPARATUS AREA

BADMINTON

HAND BALL

TENNIS COURTS

BASKETBALL

VOLLEYBALL

WHEEL BALL

REGULAT